

STEINWAY

The Instrument of the Immortals



THE FOREMOST LIVING PIANISTS
PREFER THE STEINWAY

*Paderewski
Rachmaninoff
Hofmann
Friedman
Chevigne
Levitzi
Cortot
Grainger
Gariz
Schelling
Powell
Flutcheson*

Once and for all!

HOW often have you said, after buying something because it was cheap: "I wish we had bought a good one in the first place, and now we would be satisfied once and for all!"

When you buy a Steinway you know that you will never have to buy another piano. You know that it will retain its unrivaled tone perfection for a lifetime; that you can always be proud of it; that even if Paderewski, or Rachmaninoff, or Hofmann came to your house you would have an instrument worthy of their touch.

Sometimes people who want a Steinway think it economical to buy a cheaper piano in the beginning and wait for a Steinway. Usually this is because they do not realize with what ease and convenience a Steinway can be bought. This is evidenced by the great number of people who come to exchange some other piano in partial

payment for a Steinway, and say: "If I had only known about your terms I would have had a Steinway long ago!"

Sometimes, too, people do not realize that the Steinway is made in a series of styles and sizes to suit the requirements of every home and every acoustic condition. This is true, both in grand and upright styles. The Steinway grand, for example, is made in five sizes, ranging from the miniature grand for smaller homes to the concert grand, more especially used for public performances. Although there are many Steinway styles, each style, in its field, is the perfect expression of Steinway quality.

For those who can be finally satisfied only when they have the *best* in the piano-maker's art, it is obviously more economical to buy a Steinway "once and for all" than to buy two pianos in order to have the one that is really desired.

Used pianos accepted in partial exchange

Sometimes people postpone the purchase of a Steinway because they do not realize that their old piano will be accepted as partial payment. Steinway & Sons will gladly examine your piano and fix a price upon it to apply on a new Steinway.

Any new Steinway piano may be purchased with a cash deposit of 10%, with the balance extended over a period of two years.

Prices: \$875 and up

Used pianos accepted in partial exchange

In Greater New York, Steinway pianos are sold only at Steinway Hall.



STEINWAY & SONS, STEINWAY HALL, 109 E. Fourteenth St.

SUBWAY EXPRESS STATIONS AT THE DOOR